

# Demanding Digital Utilities in focus

The rise of the digitally discerning consumer

The digitally discerning consumer has clear expectations of the digital services delivered by their utilities provider.

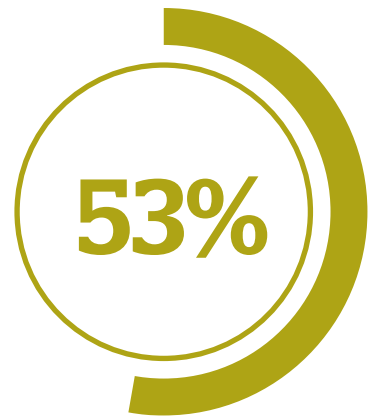
## When it comes to digital services from the utilities industry:



said their digital experience with utilities providers was "good" or "outstanding"



said they have had to **abandon a digital service without completing** what they need to do



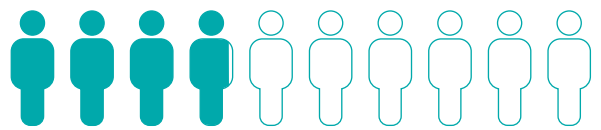
of consumers are **open to trying new digital services** from utilities providers

## What are consumers really looking for when it comes to their digital experiences of the utilities sector?

46% want a **simpler and cleaner** experience



39% would like the digital service to make things **faster** for them

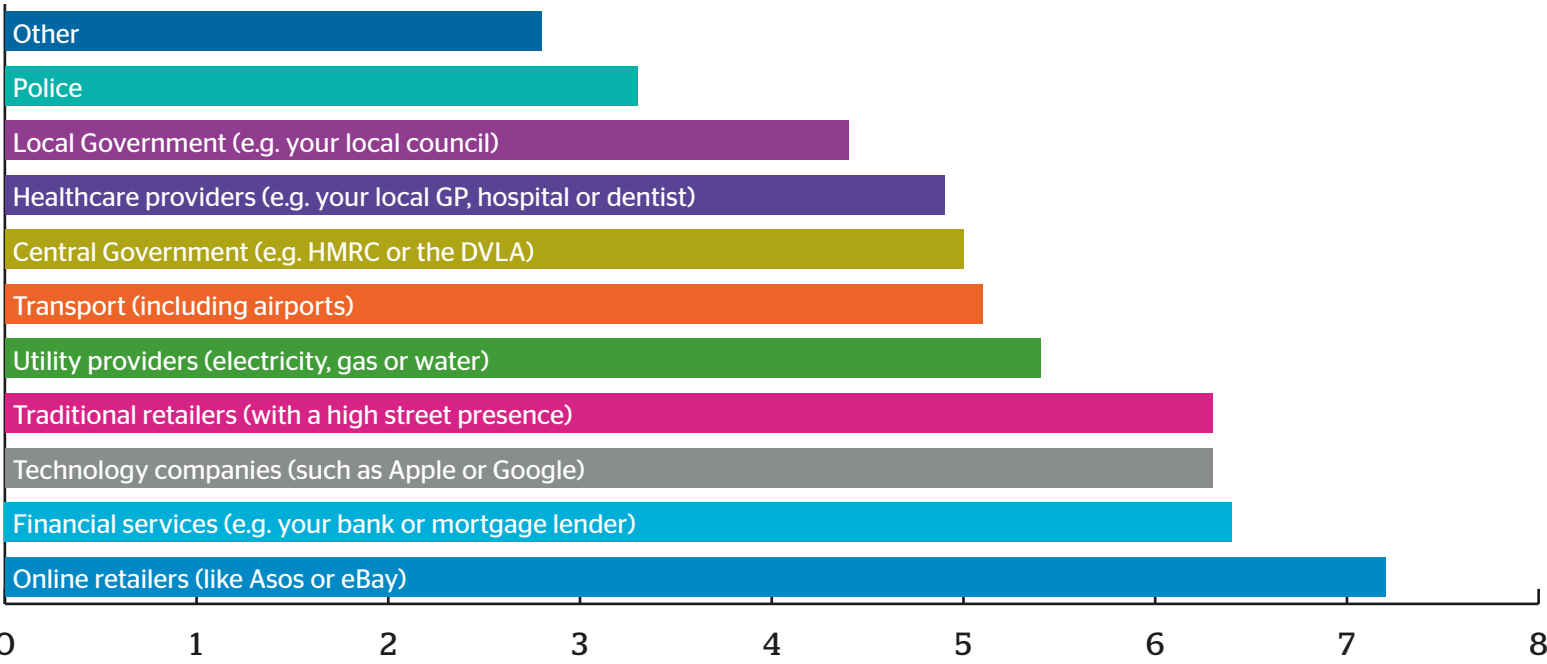


27% want an **upgrade to the stability** of the digital service



## "Could do better." The utilities market is looking stuck in the middle when it comes to providing digital services:

How good or bad are the digital services being offered by the following organisations? (1 = worst and 10 = best)



Age is not a barrier to digital adoption



willingness to embrace digital is equal across all age groups

Across the board, willingness to use digital is **equally present among 55 year olds and under 25 year olds**

Those **over 35** are **most open to trying new digital services** from utilities providers (55%)